

МІНІСТЕРСТВО ОСВІТИ І НАУКИ, МОЛОДІ ТА СПОРТУ УКРАЇНИ
ХАРКІВСЬКА НАЦІОНАЛЬНА АКАДЕМІЯ
МІСЬКОГО ГОСПОДАРСТВА

**ЗБІРНИК ТЕКСТІВ І ЗАВДАНЬ
З ДИСЦИПЛІНИ**

«ІНОЗЕМНА МОВА» (АНГЛІЙСЬКА МОВА)

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Збірник текстів і завдань призначений для організації самостійної роботи студентів економічних спеціальностей у першому та другому триместрах згідно з затвердженою робочою програмою навчальної дисципліни «Іноземна мова», укладеної відповідно освітньо-кваліфікаційним вимогам до знань і вмінь студентів напрямів підготовки 6.030504 «Економіка підприємства», 6.030509 – «Облік і аудит», які в майбутньому будуть працювати у сфері економіки підприємства, обліку і аудиту.

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INTRODUCTION

These educational materials are designed for the ESP students of economics of the 1st year of studies to develop their knowledge and skills in English language.

This manual is based on the authentic texts from different sources concerning cross-cultural issues. It contains the tasks for reading and translation, vocabulary tasks and tasks for self-study.

Each unit contains:

- an authentic text for reading and translation;
- comprehension exercises;
- key vocabulary according to the topic. All key words are taken from the basic text;
- exercises for memorization and mastering key vocabulary;
- supplementary reading
- supplementary exercises

The manual is recommended for student's self-study.

UNIT 1

UKRAINE

Text 1. The Symbols of the Ukrainian Nation

The Ukrainian flag consists of two horizontal fields: blue and yellow. The fields symbolize two very important things for people: the peaceful blue sky and yellow wheat, as the symbol of welfare of our nation. The combination of the blue and yellow colours dates back to pre-Christian times. They predominated on the flags of the Kyivan Rus and were prominent during the Cossack age.

The national emblem of Ukraine is a gold trident on an azure background. In ancient times it was the dynastic coat of arms of the Kyivan princes. It is derived from three spears of the sea god, Poseidon, but since Christianity it has symbolized the Holy Trinity.

In 1992 the Supreme Council of Ukraine accepted the trident as the main element of the official emblem of our state. It was proved once more by the Constitution of Ukraine, adopted in 1996. So nowadays the trident is the essential part of the Little State Emblem (the Sign of Volodymyr State), which is the main element of the Big State Emblem.

The plant symbol. The symbol of “Kalyna” is associated with rebirth, the Universe, the fiery trinity of the Sun, Moon and stars. It takes its name from the old name for the Sun-Kolo. The berries of the kalyna are red and they symbolize blood and immortality.

Other Signs of National Identity

The following are also associated by Ukrainian people with their nation. Ukrainian mentality was formed influenced by many factors: geographical location

at crossroads of West and East, specific climate conditions and complex historical destiny. There is a certain stereotype of the Ukrainians which is well known both in their native land and in other countries. For instance, the Ukrainians are supposed to be great eaters and to eat large amounts of their traditional food: borsch, salo, and varenyky. People all over the world usually play jokes on their appetite.

At the same time Ukrainians are well-known for their hospitality. It became a tradition in Ukraine to meet guests with bread and salt and to offer them Ukrainian traditional meals.

Ukrainian people are also renowned for their dancing and singing ability. They really enjoy music and many of them like to perform in choruses and folk dance groups. These characteristics are, of course, not reliable descriptions of individual people. Nevertheless, they indicate some common features in the value attached to certain kinds of behavior in this country.

Clothes. White blouses and shirts with embroidery, chaplets for young girls and ornamented headscarves for women are the elements of Ukrainian national folk costume. Footwear includes red high boots for women and black high boots for men. These costumes are hardly ever worn in everyday life but they are well-known signs of Ukrainian identity.

Music instrument. A stringed instrument called the bandura is regarded as distinctively Ukrainian.

Comprehension check

Task 1. Find in the text the right word for:

- 1) A stringed instrument which is regarded as Ukrainian sign of national identity;

- 2) The element of folk costume which young girls wear on their heads;
- 3) A traditional Ukrainian dish made of water, meat, and vegetables;
- 4) People who have good appetite;
- 5) Singing in a large group or a large group of people singing together;
- 6) The feature of Ukrainian national character connected with their attitude towards guests;
- 7) The name of the sea God;
- 8) The old name for the Sun;
- 9) The symbol of the sea God power, which he always had in his hand.

Task 2. Complete these sentences with the appropriate words.

1. Traditional Ukrainian dishes include _____ and _____.
2. Ukrainians enjoy folk _____ and like to perform in _____.
3. Each nation has a certain stereotype of national character and some common features related to certain kinds of _____ in this country.
4. Ukrainian women wear folk costumes including white _____ with embroidery, red _____, _____ or _____, only on special occasion.
5. The _____ is the main element of the official emblem of our state.

Text 2. At the Map of Ukraine

Ukraine is situated in South Eastern Europe on the crossroads of the ways from Asia to Europe. This position is very favourable for establishing contacts with other countries.

In the North it borders on Belarus, in the east and North East on Russia, in the South West its neighbours are Hungary, Romania and Moldova, in the West – Poland and Slovakia. In the South Ukraine is washed by the Black Sea and the Sea of Azov. Its territory is 603,700 square kilometers. By comparison, the areas of France and Spain are 551,600 and 507,600 square kilometers, respectively.

Ukraine occupies only 0, 45% of the planet dry land, but about 5% of the world's mineral resources are concentrated here. There are large deposits of coal, iron ore, oil, and gas. It is also rich in a variety of precious raw materials, such as phosphorite, graphite, native sulphur, apatite, rock salt etc.

Most of the territory is flat, so flatlands constitute 95%. Basic physical-geographical zones are: mixed forest (Polissya), forest-steppe and steppe. The mountains are in the West (the Carpathian Mnts) and in the South (the Crimean Mnts). They are not high. The highest peaks are Hoverla in the Carpathians (2,061 m) and Roman Kosh in the Crimean Mountains (1,545 m). The main rivers are the Desna, the Buh, the Siversky Donets, and the Tisza. They are one of the country's sources of hydroelectric power. The longest river, the Dnieper, flows to 2200 km into the Black Sea. It divides Ukraine into Right-bank and Left-bank territories. The climate is mostly continental, being subtropical on the South Crimean Coast.

A few more facts:

1. Ukraine's flora number close to 30.000 higher and lower plant species.
2. Ukraine's wildlife is represented by over 44.000 animal species.
3. Ukraine is washed by 73.000 streams of water including 131 rivers more than 100 km long.

Comprehension check

Task 1. Complete the table using information from the text.

Official name	
Area	
Population	
Countries to border on	
Capital city	
The biggest cities	
The highest mountain	
The longest river	
Main sources of income	

Which piece of information is not in the text? Can you provide it?

Task 2. Find the following numbers in the text. What do they refer to?

95%	603,000	30.000
0, 45%	551,600	44.000
5%	507,600	73.000

Task 3. Find the following information in the text.

1. Two types of climate that Ukraine has _____
2. Three types of physical-geographical zones _____
3. The names of two parts in which Ukraine is divided by the Dnieper.

Text 3. Kyiv

Task 1. Read the text and find out:

1. The date of Kyiv foundation.
2. The names of the founders.
3. Three events that influenced the life of Kyiv inhabitants.
4. The name of the main street and its length.
5. The names of historical monuments and museums mentioned in the text.

Kyiv

Kyiv is considered one of the largest and most beautiful cities in the world. Its history goes back to the remote past. According to the historiography Kyiv was founded at the end of the 5th or at the beginning of the 6th century.

A well-known legend which came to us, says that the founders of the city were three brothers Kyi, Shchek and Khoryv. So the city got its name after the eldest brother Kyi.

With the foundation of Kyivan Rus Kyiv became its capital.

Centuries passed over it and left their mark here. The city saw the great Tatar invasion, came under Polish and Lithuanian rule, suffered greatly during the Great Patriotic War.

Nowadays Kyiv is not only the capital of Ukraine, its cultural, scientific, administrative and industrial centre.

Kyiv stretches on the high hills along the Dnipro River. With its abundant greenery and chestnut trees it looks like a huge park.

The main street is Kreschatik. The street is only one kilometer long but it is very impressive. Besides government offices and administrative buildings you can see large cinemas, restaurants, shops and cafeterias.

From its past the city inherited a great number of historical monuments. Among them Saint Volodymyr's Cathedral, Sophia's Cathedral, Saint Andrew's Church, Kyiv-Pecherska Lavra, which remind people that Kyiv has always been the center of Slavonic culture and Orthodox Church.

Kyiv has many museums: the Natural History Museum, the Museum of Historical Treasures, the Ukrainian Art Museum, the Museum of Western and Oriental Art, and the Ukrainian Museum of Folk Architecture and Ethnography. The museums can boast of their wonderful collections. Kyiv is proud of the Shevchenko Opera and Ballet Theatre, the Lesia Ukrainka Drama Theatre, the Theatre of Musical Comedy, the Conservatoire etc.

Kyiv is a busy industrial city. Its numerous enterprises produce excavators, aircrafts, computers, engineering machines, precision instruments, chemical goods and textiles and all kinds of consumer goods.

Not only inhabitants of Kyiv but all citizens of Ukraine are proud of their capital.

Comprehension check

Task 2. Read the summary of the text. There are a few mistakes in it. Say if the sentences are true or false.

1. Kyiv, the capital of Ukraine, is one of the most beautiful cities in the world.
2. Kyiv is 2 thousand years old.
3. The founders of the city were three brothers: Kyi, Shchek and Khoriv.

4. Almost all the monuments in Kyiv are quite new.
5. Kreschatik is a very long street.
6. Kyiv stands on the banks of the Dnipro River.
7. Kyiv has abundant greenery and looks like a huge park.
8. All citizens of Ukraine are proud of their capital.

Text 4. The Main Cities of Ukraine

Kharkiv

Kharkiv is the second largest city in Ukraine after Kyiv. It is the administrative center of Kharkiv region, the historical capital of Slobidska Ukraina.

The history of Ukrainian Kossatstvo is closely connected with the region.

Generally accepted date of Kharkiv foundation is 1654/1655. First it was a fortress but its favourable geographic location contributed to the transformation of the fortress into a trading, technological and industrial center.

For 16 years Kharkiv was Ukraine's capital which helped it to become a large scientific, cultural and educational center. In terms of industrial enterprises, higher educational establishments, colleges and research institutes Kharkiv ranks the second place in the country after Kyiv.

Odesa

Odesa is a very special city, a true gem on the Black Sea coast. It is more than 200 years old. The founder of Odesa was Due de Richelieu (later Prime Minister of France). The city developed as a port and trading center, attracting many people from all over the world. With its beautiful harbor on the Black Sea, Odesa has become Ukraine's "Southern Window" to Europe and an important

cultural resort within a very short period of time. The port is the city's heart. Ukraine's independent commercial fleet is moored here and the harbor is always filled with an endless stream of tankers and cruise ships.

Zaporizhzhya

Zaporizhzhya is a busy industrial city in the south of Ukraine. It is a land of plenty, situated behind the Dnipro rapids, which were once inaccessible. This is a cradle of Zaporizke Cossatstvo, well-known all over the world. Khortytsya, the largest island on the Dnipro is a green emerald of Zaporizhzhya. Dniprohes, the most powerful electric station in Europe in the 30-s is situated here.

Lviv

Lviv, is the ancient capital of Galychyna. Lviv, "Lion city" was named by its founder the Galychian-Volynian Prince Danylo Galitsky, in honour of his son Lev. The city was first mentioned in Galychian-Volynian Cronocle in 1256.

Busy trade led to the city's dramatic development and prosperity. As early as the 15-th century the city had its own mint, water supply system and regular international post. The streets were paved with cobbled stones and new houses were constantly being built.

Lviv is a great cultural centre of Ukraine. Besides its 16 museums, a philharmonic society and circus several theatres perform in Lviv.

Chernihiv

Chernihiv is the second oldest city in Ukraine after Kyiv. Historical science testifies to the fact that people settled in the area one hundred thousand years ago. The history of Chernihiv is the history of the struggle of its inhabitants for freedom

and social justice. The Chernihiv Cossacs proved to be brave warriors and distinguished themselves in so many military battles.

There are a lot of historical and cultural monuments in Chernihiv. Among them are: Museum of M.Kotsyubynsky (a prominent Ukrainian writer), Antoniye's Caves, Spasky and Troyitsky Cathedrals and many others.

Chernihiv stands on the banks of the Desna River.

Pereyaslav-Khmelnitsky

Pereyaslav-Khmelnitsky is a real wonder. The town is situated not far from Kyiv, and happens to be the third oldest town in Ukraine after Kyiv and Chernigiv. Here the mighty prince Volodymyr Monomakh wrote his remarkable Exhortation and his letter to Prince Oleh Svyatoslavovych. Here the biographies of the first Martyrs of the Land of Rus' Borys and Hlib were written. The town survived all the wars and invasions and nowadays it has no fewer than 22 museums.

Dnipropetrovsk

Dnipropetrovsk was founded in 1776. At first it was a small provincial town, named Katerynoslav. Today it is a large industrial center on banks of the Dnipro. The city is well-known for developed ferrous metallurgy, complex machine building, metalworking and chemical industries.

Dnipropetrovsk can boast of many historical and architectural monuments, among them the monument to General Yefym Pushkin, the Transfiguration Cathedral, and Shevchenko Park with its famous island and fresh-water aquarium.

Comprehension check

Task 1. Say if the sentences are true or false.

1. Kharkiv region is closely connected with Ukrainian Cossackstvo.
2. Kharkiv was the capital of Ukraine for more than 50 years.
3. Odesa is believed to be “Southern Window” to Europe.
4. Lviv is the ancient capital of Slobidska Ukraina.
5. Khortytsya is one of the oldest Ukrainian cities.
6. Pereyaslav-Khmelnytsky is one of the youngest cities of Ukraine.
7. Chernihiv stands on the Desna River.
8. Dnipropetrovsk has changed its name a few times.

Text 5. A Travel to Cossack Times

Who were Cossacks? Why were they called so? What did they do for Ukraine?

The word “Cossack” is probably of Turkish origin. It meant a free and independent man. The first news about Cossacks dates back to the 15-th century.

The original Cossacks were largely adventurous serfs who had escaped from their masters and just ordinary people who were in search of a better life, freedom and military fame. They banded together in the South Ukrainian steppes in the reaches of the Dnieper.

The Cossacks were engaged in fishing, hunting, bee-keeping and building their settlements.

They had to protect themselves against attacks by Tatars and Turks, that is why in the sixteenth century the Cossacks united in a single military organization. They built the first permanent fortress, the Zaporizhian Sich: the heart of Sich was

the Island of Khortytsya. It was founded in 1557 by Dmitro Vishnevetsky, who was the first Cossacks hetman.

Cossacks lived in a strict military brotherhood. They had their own laws, insignia and other symbols of rank and authority: the standard, the mace, the seal, the little-drum, etc.

They launched their raids against the Crimean Khanate and the Turkish Empire and defended the Southern Ukraine from Polish landlords and Tatars.

The Cossacks played an important role in the history of Ukraine. In 1990 Ukrainian people marked the 500-th anniversary of Zaporizhian Sich, the first democratic formation in Europe.

Comprehension check

Task 1. Find out all the numbers. What are they about?

Task 2. Find the geographical names in the text. Explain how each item is connected with Cossacks.

UNIT 2

THE UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND

Who Are the British?

Great Britain is an island with three different nations: England, Scotland and Wales. Many learners of English say *England* or *English* when they mean *Britain*

or *British*. This is a mistake! The United Kingdom (UK) is a political name for England, Scotland, Wales and Northern Ireland together. When people say *Britain* or *British*, they are talking about the UK too.

Task 1. Read the article quickly and decide what the main idea of the article is. Try to guess the meaning of the underlined words from the context.

1 Languages in Britain

2 Multicultural Britain

3 Britain's crisis

Text 1. Do the British Know Who They Are?

A To the rest of the world, people from the UK are British. But it's surprising to learn that only 31 percent of people in the UK say they are just British. In fact, nearly half the population says their nationality is something else – English, Scottish, Welsh, Irish or perhaps Vietnamese, Indian or Somali. Some people, about 16 percent, even say that they have two nationalities: they are British, but also Scottish or Chinese. There are hundreds of possibilities! Are they confused? Is it a problem?

B No, it doesn't seem to be. Britain is changing all the time and the British are not just tolerant of differences – they are proud of them. They enjoy the diversity that multiculturalism gives them. The ethnic groups that exist in the UK bring with them at least six major religions, including Christianity, Islam, Hinduism, Buddhism, Sikhism and Judaism. Each community contributes its own culture and language. Britain still has two official languages; English and Welsh,

but they speak many more – approximately 150 in fact – from Mandarin Chinese to Urdu. Many of them are even bilingual.

C And then there is the fun stuff that cultural diversity brings, in music, food and the arts. The days of fish and chips are behind the British, as a walk around capital shows. Almost every district has Lebanese, Chinese, Thai and Vietnamese restaurants. Thousands of Londoners visit the Notting Hill Carnival every year to dance to steel bands, reggae, soca, calypso and jazz. Their cinemas show films from India and South America and thousands of people fill British pubs and clubs to listen to everything from Irish dance bands to African hip-hop. Welcome to New Britain: a confident, tolerant country which is proud of its many cultures.

Task 2. Read the article again. Circle the words in each paragraph that show the main ideas.

Task 3. Use your circled words to help you match the headings with the paragraphs. There are two headings you don't need.

- 1 Religion and language
- 2 Different generations
- 3 Statistics
- 4 Geography and population
- 5 Entertainment and food

Task 4. Decide which sentence is the best summary of the article.

- 1 A typical British person doesn't know what his/her nationality is.
- 2 Many people don't want to call themselves British.
- 3 Britain's identity is changing and this makes life in Britain more exciting.

Task 5. Look at the underlined words in the text and match them with the definitions.

- | | |
|--|-------|
| 1 a belief in a god or gods | _____ |
| 2 to be able to speak two languages | _____ |
| 3 people who live in the same area or town | _____ |
| 4 the number of people living in a country | _____ |
| 5 having many types of people or things at the same time | _____ |
| 6 having people from many different cultures | _____ |

Text 2. London

London is the capital city of England and the United Kingdom, the largest metropolitan area in the United Kingdom and the largest urban zone in the European Union by most measures. London has been a major settlement for two millennia, its history going back to its founding by the Romans in 43 AD, who called it Londinium. London's ancient core, the City of London, largely retains its square-mile medieval boundaries.

London became capital in the ninth century. Since at least the 17th century, the name London has also referred to the metropolis developed around this core. The bulk of this conurbation forms the London region and the Greater London administrative area, governed by the elected Mayor of London and the London Assembly.

London is a leading global city, with strengths in the arts, commerce, education, entertainment, fashion, finance, healthcare, media, professional services, research and development, tourism and transport all contributing to its prominence. It is the world's largest financial centre alongside New York, has the

largest city GDP in Europe and is home to the headquarters of more than 100 of Europe's 500 largest companies. It has the most international visitors of any city in the world. London Heathrow is the world's busiest airport by number of international passengers. London's 43 universities form the largest concentration of higher education institutions in Europe. In 2012 London will become the first city to host the Summer Olympic Games three times.

London has a diverse range of peoples, cultures and religions, and more than 300 languages are spoken within its boundaries. In July 2007 it had an official population of 7,556,900 within the boundaries of Greater London, making it the most populous municipality in the European Union. The Greater London Urban Area is the second largest in the EU with a population of 8,278,251, while London's metropolitan area is the largest in the EU with an estimated total population of between 12 million and 14 million.

London contains four World Heritage Sites: the Tower of London; Kew Gardens; the site comprising the Palace of Westminster, Westminster Abbey and St Margaret's Church; and the historic settlement of Greenwich (in which the Royal Observatory marks the Prime Meridian (0° longitude) and GMT). Other famous landmarks include Buckingham Palace, the London Eye, Piccadilly Circus, 30 St Mary Axe ("The Gherkin"), St Paul's Cathedral, Tower Bridge and Trafalgar Square. London is home to numerous museums, galleries, libraries, sporting events and other cultural institutions including the British Museum, National Gallery, British Library, Wimbledon and 40 theatres.

London's Chinatown is the largest in Europe.

The London Underground network is the oldest underground railway network in the world and the most extensive after the Shanghai Metro.

Task 1. Complete the table using information from the text.

First name	
Became capital	
Area	
Population	
Date of foundation	
Founders	
Location	
The oldest part	
Most popular tourist destinations	
Most famous art galleries and museums	
World Heritage Sites	
The biggest airport	
Basic means of transport	

Which piece of information is not in the text? Can you provide it?

Task 2. Find the following numbers in the text. What do they refer to?

40 43

17 2000

2012 9 12 million

Text 3. Alternative London

Task 1. Read the descriptions of the places. Which place sounds the most interesting to visit? Why?

1. Parliament Hill

When you walk up Parliament Hill, you feel as if you are far from the crowds and noise of the city. Your reward when you get to the top – a breathtaking view of central London.

2. Hampstead

A district in the north of London. It is only five miles from the city center but it is famous for its quiet, village atmosphere. It is the home of many actors, writers, and rock musicians.

3. Camden Lock

One of the liveliest parts of London. Young people come here from all over the world to buy unusual clothes and records, listen to music or even get a piercing or tattoo.

4. Southall

In the west of London, many people call it “the Little Punjab”. When you walk down the busy streets full of exotic smells and colours, or see the beautiful Gurdwara (Sikh temple), you can really believe you are in India.

5. Soho

Not far from the tourist attractions of Trafalgar Square and Piccadilly Circus

is Soho. The district has an exotic atmosphere with many alternative bars and cafes. It is also the center of the UK music industry, so it is a good place to go shopping for CDs.

6. Whitechapel

A few years ago this was a poor district of East London. Now it is a fashionable place to work or go out clubbing. Many young artists have their studios here and it is the techno capital of the UK.

7. Greenwich

Across the river from the commercial skyscrapers in the Docklands is historic Greenwich. The district has many handsome old buildings, the famous observatory from where we calculate all the world's time zones, interesting walks along the Thames and wonderful views of the city.

Text 4. The London Eye

Task 1. Quickly read the guidebook extract about the London Eye and answer the questions.

1. How high is the London Eye?
2. How far can you see on a clear day?
3. How many capsules are there?
4. How many passengers are there in each capsule?
5. How long is the trip?
6. How fast does it move?
7. What time does it open / close? In the summer

In the winter

8. Can you get tickets on the day you want to go?
9. Where is the ticket office?
10. Which underground station is near the London Eye?

The London Eye

The London Eye was opened on New Year's Eve 1999 to celebrate the Millennium. It is 135 meters high, and from the top you can see all of London. On a clear day you can even see Windsor Castle, which is 40 kilometers away. The London Eye has 32 capsules, each with room for 25 people. Each "trip" lasts 30 minutes. It moves quite slowly, at a speed of about 15 meters a minute, but it never stops. Passengers have to get on when it's moving.

Opening times Daily from 9 a.m. to 10 p.m. in the summer and from 10 a.m. to 6 p.m. in the winter.

Tickets In advance online or by phone. A limited number of tickets are available on the day from the Ticket Office in Country Hall (the building next to the Eye), but go early because you often have to queue.

How to get there 5 minutes' walk from Waterloo underground station

Task 2. Match the highlighted words and expressions with their meanings.

- 1 _____ before you go
- 2 _____ you can buy them
- 3 _____ every day
- 4 _____ to wait in a line
- 5 _____ space (for people or things)
- 6 _____ people who are travelling

Text 5. The Monarchy

Memorable Monarchs

Today's royal family, the Windsors, have a family tree that goes back to the eleventh century. The function of the monarchy has changed much over the past 300 years – today Britain is a constitutional monarchy, which means that the government rules the country in the Queen's name. There is even a debate about whether Britain now needs its monarchy. However, there is no doubt that Britain's kings and queens have had a huge influence on British history and identity. Here are three particularly memorable monarchs.

Edward VIII

As Prince of Wales, Edward fought during World War I. He was worried by the revolutions at the end of the war when Germany and Russia lost their kings. Edward realized that the monarchy had to be close to the nation to survive. During the economic crisis of the 1930s he worked to help the unemployed. When he finally became king in 1936, he was perhaps the most popular monarch in British history. But he was also in love with an American woman, Wallis Simpson, who was still married. The government presented Edward with an ultimatum – either the throne or Mrs Simpson. On December 11 1936 Edward shocked the nation by telling them that he had abdicated. He had been king for less than eleven months. Edward married Mrs Simpson in 1937 and the couple spent the rest of their lives abroad.

Elizabeth I

When Elizabeth became Queen in 1558, England was a weak, divided country.

But during the 45 years she was in power, Elizabeth brought her nation together and England's position became stronger. It was a golden age – the age of Shakespeare and the voyages of discovery. Elizabeth was not a beautiful woman – she started going bald when she was quite young – but she had a magnetic personality and chose talented men to be her ministers. She once said that although she had the body of a woman, she had the heart and stomach of a king. Elizabeth never married – she used to say that her love affair was with the nation.

George IV

The beginning of the 19th century was an exciting time in Britain. Industry was growing and every year brought new technological innovations. There was a revolution in the arts too – this was the era of the Romantic poets and writers. It's a pity that one of the most hopeless kings in British history sat on the throne at the time. During the decade he ruled, he became famous for spending public money to support his expensive habits. He often didn't get up until six in the evening and was so large that he needed five men and a special ladder to help him get onto his horse. In fact, his reputation was so awful that British people booed and laughed at him when he appeared in public.

Task 1. Answer the following questions:

Which monarch:

1. lived in the 20th century?
2. was on the throne at the beginning of the Industrial Revolution?
3. lived at the same time as Shakespeare?

Task 2. Read the sentences and match them with a monarch from the text.

1. He/She spent a lot of money on himself/herself. _____
2. He/She was in power for a long time. _____
3. He/She decided that love was more important than power. _____
4. He/She worried about the future of the monarchy. _____
5. He/She was very unpopular with the British people. _____
6. He/She was good at choosing government ministers. _____

Task 3. Which words do you think best describe each monarch?

Choose from the list: respected, irresponsible, unpopular, strong, romantic, intelligent, lazy, caring, brave, honourable, pathetic, intriguing, loyal, popular, infamous.

Elizabeth I _____

George IV _____

Edward VIII _____

UNIT 3

FAMOUS PERSONALITIES

1. FAMOUS ENGLISHMEN

Text A. Agatha Christie

Agatha Mary Clarissa Christie is possibly the world's most famous detective story writer. She wrote 79 novels and several plays. Her sales outnumber

those of William Shakespeare. However, behind her 4,680,000 words was a painfully shy woman whose life was often lonely and unhappy. She was born in 1890 in Devon, the third child of Clarissa and Frederick Miller, and grew into a beautiful and sensitive girl with waist-length golden hair. She didn't go to school but was educated at home by her mother. Her father died when she was 11 and both she and her mother were grief-stricken. During World War 1, while she was working in a hospital dispensary, she learned about chemicals and poisons, which proved to be very useful to her in her later career. She wrote her first detective novel, *The Mysterious Affair at Styles*, in 1920. In it she introduced Hercule Poirot, the Belgian detective who appeared in many subsequent novels. Her other main detective was an elderly spinster called Miss Marple.

Task 1. Say if the sentences are true or false.

- 1) Agatha Christie wrote a total of 4,680,000 words in 79 novels and several plays.

- 2) Agatha Christie's writing sells better than William Shakespeare's. _____
- 3) Agatha Christie was unhappy because she was often in pain. _____
- 4) Agatha Christie didn't have any brothers or sisters. _____
- 5) Agatha Christie had long, blonde hair. _____
- 6) Agatha Christie was taught by her mother at home. _____
- 7) Agatha Christie's father died in 1911. _____
- 8) Agatha Christie learnt about poisons and chemicals when she was ill in hospital.

- 9) Agatha Christie wrote her first detective novel when she 30. _____
- 10) Agatha Christie used the character of Hercule Poirot as the main detective more often than Miss Marple. _____

Task 2. Translate the sentences into your native language.

1 When I was a teenager, I wrote poems.

2 She was playing the piano while he was painting a picture.

3 They were listening to the orchestra when the pianist became ill.

4 My sister bought me a novel but I had already read it.

5 The last chapter of the book was written by a
different author.

Text B. Andrew Lloyd Webber

Task 1. The passages in the text are jumbled up. Put them into the right order.

A Lloyd Webber has achieved great popular success in musical theatre, and has been referred to as "the most commercially successful composer in history." Several of his musicals have run for more than a decade both in the West End and on Broadway. He has composed 13 musicals, a song cycle, a set of variations, two film scores, and a Latin Requiem Mass. He has also gained a number of honours, including a knighthood in 1992, followed by a peerage from the British Government for services to Music, seven Tony Awards, three Grammy Awards, an Academy Award, fourteen Ivor Novello Awards, seven Olivier Awards, a Golden Globe Award, and the Kennedy Center Honors in 2006. Several of his songs, notably "The

Music of the Night" from The Phantom of the Opera, "I Don't Know How to Love Him" from Jesus Christ Superstar, "Don't Cry for Me, Argentina" and "You Must Love Me" from Evita, "Any Dream Will Do" from Joseph and the Amazing Technicolor Dreamcoat and "Memory" from Cats have been widely recorded and were hits outside of their parent musicals.

B His company, the Really Useful Group, is one of the largest theatre operators in London. Producers in several parts of the UK have staged productions, including national tours, of the Lloyd Webber musicals under licence from the Really Useful Group.

C Andrew Lloyd Webber, (born 22 March 1948) is an English composer of musical theatre. He was born in Kensington, London, the elder son of William Lloyd Webber, a composer, and Jean Hermione, a violinist and pianist. His younger brother, Julian Lloyd Webber, is a renowned solo cellist.

D Lloyd Webber was a Queen's Scholar at Westminster School and studied history for a time at Magdalen College, Oxford, although he abandoned the course to study at the Royal College of Music and pursue his interest in musical theatre.

E Lloyd Webber started writing his own music at a young age, a suite of six pieces at the age of nine. He also put on "productions" with Julian and his Aunt Viola in his toy theatre. Later, he would be the owner of a number of West End theatres, including the Palace. His aunt Viola, an actress, took him to see many of her shows and through the stage door into the world of the theatre. He also claims that he had originally set music to Old Possum's Book of Practical Cats at the age of fifteen.

Task 2. Answer the following questions:

- 1) What is Webber famous for?
- 2) Who were Webber's parents?
- 3) Who inspired Webber's creative work?
- 4) What was Webber's first musical work?
- 5) What honours does Webber have?

2. FAMOUS AMERICANS

Text A. A Computer Genius

William Henry "Bill" Gates III (born October 28, 1955) is an American business **magnate**, philanthropist, author and **chairman** of Microsoft, the **software** company he founded with Paul Allen. He is consistently ranked among the world's wealthiest people and was the wealthiest overall from 1995 to 2009, excluding 2008, when he was ranked third. During his **career** at Microsoft, Gates held the positions of CEO (Chief Executive Officer) and chief software architect, and remains the largest individual **shareholder** with more than 8 percent of the common stock. He has also authored or co-authored several books.

Gates is one of the best-known **entrepreneurs** of the personal computer revolution. Although he is admired by many, a number of industry insiders criticize his business tactics, which they consider anti-competitive, an opinion which has in some cases been upheld by the courts. In the later stages of his career, Gates has pursued a number of philanthropic endeavors, donating large amounts of money to various charity organizations and scientific research programs through the Bill & Melinda Gates Foundation, established in 2000.

Bill Gates stepped down as chief executive officer of Microsoft in January 2000. He remained as chairman and created the position of chief software

architect. In June 2006, Gates announced that he would be transitioning from **full-time** work at Microsoft to **part-time** work and full-time work at the Bill & Melinda Gates Foundation. He gradually transferred his duties to Ray Ozzie, chief software architect and Craig Mundie, chief research and strategy officer. Gates' last full-time day at Microsoft was June 27, 2008. He remains at Microsoft as non-executive chairman.

Task 1. Find in the text the right word for:

- 1) working for only part of each day or week
- 2) someone who is in charge of a large company or organization
- 3) a rich and powerful person in industry or business
- 4) all the hours of a week during which it is usual for people to work, study etc
- 5) someone who owns shares in a company or business
- 6) someone who starts a new business or arranges business deals in order to make money, often in a way that involves financial risks
- 7) a job or profession that you have been trained for, and which you do for a long period of your life
- 8) the sets of programs that tell a computer how to do a particular job

Text B. Donald Trump

Donald John Trump, Sr. (born June 14, 1946) is an American business magnate, author, and television personality. He is the Chairman and CEO (Chief Executive Officer) of The Trump Organization, a real-estate developer based in the United States. Trump is also the founder of Trump Entertainment Resorts, which operates numerous casinos and hotels worldwide. Trump's extravagant lifestyle and

outspoken manner have made him a celebrity for years, and more recently with his NBC reality show, The Apprentice, where he serves as host and executive producer. In 2010, Trump expressed interest in becoming a candidate for President of the United States in 2012. On May 16, 2011, he announced he would not run.

In 2011, he ranked #17 on Forbes Celebrity 100 List.

Trump is the fourth of five children of Fred Trump, a real-estate tycoon and developer based in New York City. Donald was inspired to follow his father into real-estate development, and began working on projects for his father's real-estate firm while still in college. Upon his graduation from the Wharton School of the University of Pennsylvania in 1968, Trump formally joined his father's company, Elizabeth Trump & Son. He took the helm in 1971 and renamed it The Trump Organization.

Task 1. Answer the following questions:

- 1) What kind of family was Trump born in? Is he the only child in his family?
- 2) What education did Trump get?
- 3) What are the sources of Trump's wealth?
- 4) What made Trump famous besides his successful business career?
- 5) Is Trump going to be the President of the USA?

3. FAMOUS CANADIANS

Text A. Timothy Eaton

Task 1. The passages in the text are jumbled up. Put them into the right order.

A He was born in Ballymena, Ireland. His parents were Scottish Protestants, John Eaton and Margaret Craig. As a 20-year-old Irish apprentice shopkeeper,

Timothy Eaton sailed from Ireland to settle with other family members in southern Ontario, Canada. On 28 May 1862, Eaton married Margaret Wilson Beattie. They had five sons and three daughters.

B In 1865, with the help of his brothers Robert and James, Timothy Eaton set up a bakery business in the town of Kirkton, Ontario, which went under after only a few months. Undaunted, he opened a dry goods store in St. Marys, Ontario. In 1869, Eaton purchased an existing dry-goods and haberdashery business in Toronto. In promoting his new business, Eaton embraced two retail practices that were groundbreaking at the time: first, all goods had one price (no haggling) with no credit given, and second, all purchases came with a money-back guarantee (a practice expressed in what would become the long-standing store slogan of "Goods Satisfactory or Money Refunded").

C Timothy Eaton created a colossal retail empire that his offspring would expand coast to coast, reaching its high point during World War II, when the T. Eaton Co. Limited employed more than 70,000 people. Although Timothy Eaton did not invent the department store, nor was he the first retailer in the world to implement a money-back guarantee, the chain he founded popularized both concepts and revolutionized retailing in Canada.

D Timothy Eaton (March 1834 – January 31, 1907) was a Canadian businessman who founded the Eaton's department store, one of the most important retail businesses in Canada's history.

E Starting in 1884, Timothy Eaton introduced Canada to the wonders of the mail-order catalogue, reaching thousands of small towns and rural communities with

an array of products previously unattainable. In these tiny communities, the arrival of Eaton's catalogue was a major event. More than clothing, furniture, or the latest in kitchen gadgetry, the catalogue offered such practical items as milking machines, in addition to just about every other contraption or new invention desirable.

Task 2. Answer the following questions:

- 1) Where was Eaton born? What was his nationality?
- 2) What was the beginning of Eaton's career?
- 3) What was Eaton's innovation in the sphere of selling goods?
- 4) Who helped Eaton in his business?

Text B. Céline Dion

Céline Marie Claudette Dion (born March 30, 1968), better known as Celine Dion, is a Canadian recording artist and entrepreneur. Born to a large family from Charlemagne, Quebec, Dion emerged as a teen star in the French-speaking world after her manager and future husband René Angélil mortgaged his home to finance her first record. In 1990, she released the English-language album *Unison*, establishing herself as a viable pop artist in North America and other English-speaking areas of the world.

Dion had first gained international recognition in the 1980s by winning both the 1982 Yamaha World Popular Song Festival and the 1988 Eurovision Song Contest. Following a series of French albums in the early 1980s, she signed on to CBS Records Canada in 1986. During the 1990s, with the help of Angélil, she achieved worldwide fame after signing with Epic Records and releasing several English albums along with additional French albums, becoming one of the most successful artists in pop music history. However, in 1999 at the height of her

success, Dion announced a hiatus from entertainment in order to start a family and spend time with her husband, who had been diagnosed with cancer. She returned to the top of pop music in 2002 and signed a three-year (later extended to almost five years) contract to perform nightly in a five-star theatrical show at the Colosseum at Caesars Palace, Las Vegas.

Dion's music has been influenced by genres ranging from rock and R&B to gospel and classical. While her releases have often received mixed critical reception, she is renowned for her technically skilled and powerful vocals. Dion is the best-selling Canadian artist of all time, is the second best-selling female artist in the U.S., and is the only female artist to have two singles that have sold more than a million copies in the UK. In addition, her 1995 album *D'eux*, is the best-selling French-language album of all time. In 2004, after surpassing 175 million in album sales worldwide, she was presented with the Chopard Diamond Award at the World Music Awards for becoming the best-selling female artist of all time. According to Sony Music Entertainment, Dion has sold over 200 million albums worldwide.

Task 1. Why are the following dates important for Celine Dion's biography?

1968

1986

1995

1999

2002

2004

Task 2. What do the following proper names mean in Dion's life?

Angelil –

Chopard –

Sony –
D'eux –
Unison –
Las Vegas –
Yamaha –
Eurovision –

4. A FAMOUS NEW ZEALANDER

John Colin Scott (9 June 1924 - 30 July 1992) was a New Zealand architect of the 20th century, known for his unique buildings that incorporated ideas from Maori and cultural architecture.

John Colin Scott was born in Haumoana, Hawke's Bay on 9 June 1924, the third of seven children of Kathleen Hiraani Blake and Charles Hudson Scott, a farmer. His mother and father both had British ancestry.

John Scott had a typical Hawke's Bay childhood, riding to Haumona School on horseback. Then attending St John's College in Hastings where he was head prefect and captain of the school's First XV rugby team. After leaving school he found work as a shepherd, before volunteering for the air force as the Second World War came to an end.

In 1946 he studied at the School of Architecture at Auckland University College, but he was unsure of what he wanted to do. He disliked the university academic environment and by 1950 he reduced himself to studying part-time. Scott never achieved his architecture diploma from the College, but he was influenced by teachers Vernon Brown and Bill Wilson. In 1951 he married Wilson's sister-in-law Joan Moffatt in Auckland.

After leaving University he worked for two architectural firms for many years. Then he decided to move back to Haumona in the Hawke's Bay with his wife and

work for himself. His initial jobs were mostly private houses, like the Savage House and the Falls House in Havelock North (1952–53). As he developed his individual style, he became inspired by traditional New Zealand buildings such as the whare and woolshed, elements of which can be seen in his later work. Much of his work is characterised by strong geometric shapes.

His first church was designed for St John's College in Hastings (1954–56). This led to the commission of a Marist chapel in Karori, Wellington. This project, the Chapel of Futuna (1958–61) is arguably the best work of his career, and is recognised nationally and internationally. The chapel incorporates ideas from a whare - a central pole, ribs of rafters and low eaves. The building won the New Zealand Institute of Architects gold medal in 1968 and the first 25-year Award in 1986.

Scott mostly worked on private commissions, although he did design several other public buildings. The Maori Battalion Memorial Centre in Palmerston North (1954–64) used carved panels and tukutuku for decoration. The Urewera National Park Headquarters building (1974–76) was designed as a pavilion to suit the neighbouring bush, and shows that sense of place and landscape were critical to his architectural thinking.

Task 1. Answer the following questions:

- 1) What do you learn about Scott's childhood?
- 2) What do you think were the most important events in his life?
- 3) What education did Scott get?
- 4) What are his most famous works?
- 5) What is special about Scott's architectural style?

UNIT 4.

HIGHER EDUCATION IN UKRAINE AND THE UK

Text 1. Higher Education in Ukraine

Ukraine is a member of the UNO, Council of Europe, UNESCO and nearly 40 other influential international organizations, such as The International Monetary Fund, International Labour Organization, etc.

Higher education in Ukraine has always been and still preserves high quality of education. Over 20 years of independence the country has built a well-developed, competitive and ramified system of national education in the European educational area.

At the moment Ukraine runs over 800 higher educational institutions of all accreditation levels and forms of ownership: universities, academies, institutes, conservatories, colleges, technical and specialized schools. Our graduates, especially those who have diplomas in mathematics, physics, medicine, aviation and naval professions, engineering and chemical technologies are in demand all over the world which is evidenced by the fact that Ukraine has signed the Lisbon Convention on Mutual recognition of qualifications of higher education in European region.

The academic year in higher educational establishments in Ukraine starts on the 1st of September. It is divided into two terms, the first term is from September to the end of January and the second begins in February and ends in June. Each term lasts 17 - 18 weeks, followed by a 3 week examination period.

Foreign citizens who would like to enter the higher educational establishments in Ukraine get visas at the Embassy or diplomatic representative

offices of Ukraine in their countries and on the grounds of invitation from Ukrainian State Center of International Education of the Ministry of Education and Science of Ukraine or a higher educational institution.

All leisure and sports facilities are available both for foreigner and Ukrainian students. Tuition, accommodation and other facilities fees are fixed in the corresponding agreements. In comparison with the western countries education and accommodation fees are quite reasonable in Ukraine for all strata of population. Almost all institutions offer accommodation at a moderate price. You can also rent an apartment.

Ukrainian higher educational establishments welcome everybody giving them an opportunity to obtain education of the international level.

Comprehension check

Task 1. Answer the following questions:

1. Are Ukrainian diplomas recognized abroad?
2. What is the Lisbon Convention?
3. What facilities are available for both foreigners and Ukrainian students?
4. How do foreign students can enter the higher educational establishments in Ukraine?
5. Is it expensive to get the higher education in Ukraine?

Education in England

Key words and word combinations: to attend school, bachelor's degree, compulsory, corporal punishment, gap year, nursery school/playgroup, optional, P.E., pre-school-education, school uniform, to specialize

The School System

Typical Age	Type of Education	Type of School	School Years and Exams
3 - 4	Pre-School Education This is not compulsory, but 47 percent of children attend	Nursery school/ Playgroup	
4/5 - 10	Primary Education	Primary School	Year 1 – Year 6
11 - 18	Secondary Education Students can leave school after Year II (16 years old) but more than 50 percent continue education for another two years (Years 12 and 13).	Secondary School (usually comprehensive schools, which are for students of all abilities.) Some students choose to study for their A-levels at a College of Further Education	Year 7 – Year 11 GCSEs Year 12 – Year 13 A - Levels
19 - 22	Higher Education About 40 percent of 19-year-olds enter higher education	University (three or four years which finish with a Bachelor's degree – many students take a break (a gap year) before they start university.	

Exams

GCSEs = General Certificate of Secondary Education – students usually take GCSEs in five to ten subjects at the age of 16.

A-levels = Advanced Level – students usually take two or three subjects at the age of 18. You usually need A-levels to go to university.

Look at the table and answer the questions.

1. How old are children in Britain when they start their education?
2. At what age can they legally finish their education?
3. How many years of compulsory education do students have before they take their school-leaving exams (A-levels)?
4. How old are most students when they finish university?

Text 1. Higher Education in the UK

There are more than 60 universities in the UK. The leading universities are Cambridge, Oxford and London. English universities differ from each other in traditions, general organization, internal government, etc. British universities are comparatively small, the approximate number is about 7-8 thousand students. Most universities have fewer than 3000 students, some even less than 1500 ones.

London and Oxford universities are international, because people from many parts of the world come to study at one of their colleges. A number of well-known scientists and writers, among them Newton, Darwin, Byron were educated in Cambridge. A university consists of a number of departments: Art, Law, Music, Economy, Education, Medicine, Engineering, etc. After three years of study a student may proceed to a Bachelor's degree, and later to the degrees of Master and Doctor.

Besides universities there are 300 technical colleges at present in Britain, providing part-time and full-time education. The organization system of Oxford and Cambridge differs from that of all other universities and colleges. The teachers

are usually called Dons. Part of the teaching is by means of lectures organized by the university. Teaching is also carried out by tutorial system. This is the system of individual tuition organized by the colleges. Each student goes to his tutor's room once a week to read and discuss an essay which the student has prepared. Some students get scholarship but the number of these students is comparatively small.

There are many societies and clubs at Cambridge and Oxford. One of the most famous is Debating Society at which students discuss political and other questions with prominent politicians and writers. Sporting activities are also numerous. The work and games, the traditions and customs, the jokes and debates – all are parts of students' life there.

It should be mentioned that not many children from the working-class families are able to receive higher education as the fees are very high. Besides that special fees are taken for books, for laboratory works, exams and so on.

Task 1. Answer the following questions:

- 1) In what way are English universities different from each other?
- 2) What famous people were educated in Cambridge?
- 3) Who are Dons?
- 4) What is Debating Society?
- 5) Why is it a problem for children from the working-class families to get higher education in Oxford and Cambridge?

Text 2. Universities in Great Britain

There is now a **gradual** progress away from exclusiveness in British education.

Nowhere is this progress more **evident** than in the universities. Formerly they were **restricted** to the rich. Now thanks to the many **scholarships** awarded both by the state and by local authorities, they are open to all intelligent pupils both male and female: and the proportion of ex-State school students to ex-public school students continues to **increase**. This is not because fewer (редкие) public schoolboys are going on to universities indeed they still tend to **predominate** in Oxford and Cambridge, but because the total number of students of all kinds especially those studying science and technology is increasing to meet the needs of modern **civilization**.

There are well over forty universities in Britain as follows:

- a) Oxford containing about thirty separate colleges, dating from the twelfth century.
- b) Cambridge with about twenty separate colleges dating from the thirteenth century.
- c) Four Scottish universities, dating from the fifteenth and sixteenth centuries: St. Andrews, Glasgow, Aberdeen, Edinburgh.
- d) Three other universities containing several colleges dating from the nineteenth century: Durham; London, with many different colleges and schools and far more students than any other British university; Wales, with colleges at Aberystwyth, Cardiff, Bangor and Swansea.
- e) A large group of nineteenth – and twentieth – century universities which all started as university colleges preparing students for London **degrees**, but which now **award** degrees of their own: Manchester, Leeds, Liverpool, Bristol, Sheffield, Birmingham, Nottingham, Reading, Exeter, Southampton, Leicester, Hull.
- f) A group of post-war universities, or university colleges many of which are trying to break away from the traditional specialist courses and to teach

a more balanced mixture of subjects: Keel, East Anglia, Essex, Kent, Lancaster, Sussex, Warwick, York, Newcastle, Dundee.

g) A dozen universities of technology, promoted during the 1960s from older colleges.

The universities in group (e) and (f) are those usually referred to by the term 'red-brick'. This describes their construction which is contrasted with the more dignified and solid-looking ancient stone architecture of Oxford and Cambridge (Oxbridge).

Two features of Oxford and Cambridge are widely admired and are being gradually extended to other universities. One is the college system whereby all students live in college during at least part of their course. The value of this lies in fostering a community **spirit** in which a useful mingling of intelligence can take place. In Oxford and Cambridge these colleges include **tutors** as well as students and largely self-governing.

The other feature is the tutorial system whereby each student gets personal tuition once a week in his tutor's own room.

Recently, recognizing that everyone has the right to higher education but that for economic or social reasons many people may not get the opportunity the government decided to set up an Open University. As its name suggests this is open to everybody and does not demand the same formal **qualifications** as the other universities. It is non-residential and the courses are followed in the students' spare time while they carry on some other full-time **occupation**. Lectures are **broadcast** on television and radio and students correspond with their tutors by post. There are also some classes in the evenings and residential courses for two or three weeks in the summer. At the end of the course successful students are awarded a university degree.

Task 1. Find the words in bold type in the text that mean:

- 1) to officially give someone something such as a prize or money to reward them for something they have done _____
- 2) an amount of money that is given to someone by an educational organization to help pay for their education _____
- 3) limited or controlled _____
- 4) a job or profession _____
- 5) a course of study at a university or college, or the qualification that is given to you when you have successfully completed the course _____
- 6) the attitude that you have towards something or while you are doing something _____
- 7) to have the most importance or influence, or to be most easily noticed _____
- 8) to send out radio or television programmes _____
- 9) happening slowly over a long period of time _____
- 10) a teacher in a British university or college _____
- 11) a skill, personal quality, or type of experience that makes you suitable for a particular job or position _____
- 12) easy to see, notice, or understand _____
- 13) a society that is well organized and developed, _____
- 14) to become bigger in amount, number, or degree _____

UNIT 5.

COMPUTERS

Key words to memorize:

1. browser - браузер
2. file - файл
3. software - програмне забезпечення
4. World Wide Web – всесвітня павутина
5. Internet - Інтернет
6. on-line – он-лайн
7. chip - чіп
8. site - сайт
9. e-mail – електронна пошта
10. directory – каталог, довідник, дирекція
11. electronic commerce – електронна торгівля
12. remote – далекий, віддалений
16. to elaborate – (детально) розробляти, розвивати
17. to encrypt - шифрувати
18. network – сітка, мережа
19. intranet - інтранет
20. extranet – екстранет

Task 1. Read and translate the text. Pay attention to the usage of the key words.

Modern Means of Communication and Electronic Commerce

Connecting many computer **networks** and using common addressing

system, the **Internet** has been growing rapidly since its creation in 1983, radio, telephone and cable television wires, and satellites being used to deliver Internet services. By the mid-1990s the Internet linked millions of computers throughout the world and it is sure to be most important commercial and popular means of communication nowadays. Having expanded considerably during the 1990s, the **World Wide Web** enables users easily to examine the internet **sites** and now it is likely to have become the leading informational service of the Internet.

Since the mid-1990s **electronic commerce** has become one of the most rapidly growing retail sectors involving the use of computer telecommunication **networks** for maintaining business relationships and selling information, services and commodities. Although **e-commerce** usually refers only to the trading of goods and services over the Internet, it actually includes broader economic activity such as business-to-consumer and business-to-business commerce as well as internal organizational transactions that support these activities.

A large part of **e-commerce** was transferred to the Internet after the first graphical “**browser**” **software** for the access to the **World Wide Web** had been introduced in 1993 and when the number of companies and individuals using “**on-line**” had greatly increased. In some fields new **Internet** retailers seem to have grown up overnight and begun successfully competing with traditional retailers. Most of recently established companies are known to include the **electronic commerce** in their business as well.

The further development of secure electronic transfer of sensitive information, such as credit card numbers and electronic funds transfer orders, is certainly to be essential to the continued growth of **e-commerce**. It is often necessary to ensure the **encrypting** of Web purchase forms, many individuals also usually **encrypting** their **e-mail**.

Among other innovations that have contributed to the growth of **e-commerce** are electronic **directories** and search systems for finding information on the Web; **software** agents that act autonomously to allocate goods and services; and special identifying services over the Internet. These intermediary services facilitate the sale of goods (actually delivering the goods in the case of information), the rendering of services such as banking, ticket reservations, and stock market transactions, and even the delivery of **remote** education and entertainment. Specialists consider electronic auction sales and markets to be other rapidly developing parts of **e-commerce**. The former offer a large variety of goods from computers and electronics to books, recordings, automobiles and real estate, while the latter allow a buyer to choose offers from many sellers.

Businesses often develop private **intranets** for sharing information and collaborating within the company, these **networks** usually being isolated from the surrounding Internet by special computer-security systems. Businesses also often rely on **extranets** which are extensions of a company's **intranet**.

One should mention some more important benefits of **e-commerce**. Due to its development the role of geographic distance in forming business relationships is being reduced. Some traditional businesses are being replaced by their electronic equivalents or are being made entirely useless. Prices of commodity products are generally lower on the web and it results not only from lower costs of doing electronic business but also from the ease comparison shopping in cyberspace. A new form of collaboration known as a virtual company is flourishing now. This type of company is actually as a **network** of firms, each performing some of the processes needed to manufacture a product or deliver a service.

Task 2. Answer the following questions:

1. What were the original uses of Internet?

2. Why has the Internet spread so widely all over the world?
3. How can individuals and businesses use the Internet?
4. What does the electronic commerce include?
5. When did e-commerce appear?
6. What promoted the development of e-commerce?
7. What are the benefits of e-commerce in comparison with the traditional retail system?

Task 3. Fill in the gaps with appropriate words from the box. Some of the words you don't need to use.

To collaborate, to elaborate, to benefit, service, to create, to flourish, to refer, to deliver, sale, remote, secure, surrounding, virtual, creation, to manufacture, to link

1. Users of e-commerce as well as entertainment industries are interested in _____ for _____ joint sites in the Internet.
1. E-mail can _____ both texts and graphics to computer users.
2. The type of production is often influenced by the _____ conditions.
3. The development of the Internet system was followed by the _____ of e-commerce.
4. Even people in _____ places of the world can have the access to the computer net-work.
5. The development of _____ programmes ensuring _____ storage of information in computers is one of the important tasks of many programmers.

6. The _____ of networks and e-mail system allows a large company to use them for _____ employees within the company.
7. Having _____ upon a new web-browser called Mosaic, American engineers made it available to users in September 1993.
8. The latest _____ figures for these goods are much in line with market trends.

Task 4. Translate the sentences from Russian into English

1. Завдяки розвитку новітніх технологій для засобів зв'язку, послуги системи Інтернет можуть бути надані користувачам віддалених місць.
2. Завдяки всесвітній комп'ютерній мережі можливо отримати доступ до різноманітної інформації в системі Інтернет.
3. Комп'ютерна мережа, як відомо, використовується у різноманітних цілях, найважливішими з яких є електронна пошта і електронна торгівля.
4. Чим більше користувачів приєднуються до комп'ютерних мереж, тим швидше буде поширюватись електронна роздрібна торгівля.
5. Зв'язок за допомогою Інтернету має важливе значення як для індивідуальних користувачів, так і для організацій.
6. Усі типи комп'ютерних мереж повинні бути забезпечені системами безпеки для передачі секретної інформації.

Task 5. Translate the text in writing. Consult your dictionary

Task 6. Check yourself

Match the key words with their definitions

1. Browser	a. an internet location where information relating to a specific subject or group of subjects can be accessed
2. file	b. to put (a message) into code; to put (computer data) into a coded form
3. software	c. a tiny wafer of semiconductor material, such as silicon, processed to form a type of integrated circuit or component such as a transistor
4. on-line	d. relating to, or concerned with a peripheral device that is directly connected to and controlled by the central processing unit of a computer
5. chip	e. 1) short for electronic mail 2) to contact (a person) by electronic mail 3) to send (a message, document, etc.) by electronic mail
6. Site	f. a software package that enables a user to find and read hypertext files, esp on the World Wide Web
7. e-mail	g. the programs that can be used with a particular computer system
8. directory	h. an area of a disk, Winchester disk, or floppy disk that contains the names and locations of files currently held on that disk
9. remote	i. to make easier; assist the progress of
10.elaborate	j. a folder, box, etc., used to keep documents or other items in order; documents or information about a specific subject or

	person
11.refer	k. a computer system in a company that allows better communication between the company and its customers by combining Internet and intranet systems, so that some customers can view some of the company's private information that is not normally available on the Internet
12.encrypt	l. to direct the attention of (someone) for information, facts.
13.facilitate	m. to work with another or others on a joint project
14.collaborate	n. distantly related or connected
15.network	o. planned or executed with care and exactness; detailed
16.intranet	p. a computer network used for exchanging or seeing information within a company
17.extranet	q. a set of computers that are connected to each other so that they can share information

SUPPLEMENTARY READING

TEXT 1.

INFORMATION TECHNOLOGY (IT)

Information technology (IT) is the acquisition, processing, storage and dissemination of vocal, pictorial, textual and numerical information by a microelectronics-based combination of computing and telecommunications. The term in its modern sense first appeared in a 1958 article published in the Harvard Business Review, in which authors Leavitt and Whistler commented that "the new technology does not yet have a single established name. We shall call it information technology (IT).

IT is the area of managing technology and spans wide variety of areas that include but are not limited to things such as processes, computer software, information systems, computer hardware, programming languages, and data constructs. In short, anything that renders data, information or perceived knowledge in any visual format whatsoever, via any multimedia distribution mechanism, is considered part of the domain space known as Information Technology (IT). IT provides businesses with four sets of core services to help execute the business strategy. These four core services are broken into business process automation, providing information, connecting with customers, and productivity tools.

IT professionals perform a variety of functions (IT Disciplines/Competencies) that ranges from installing applications to designing complex computer networks and information databases. A few of the duties that IT professionals perform may include data management, networking, engineering

computer hardware, database and software design, as well as management and administration of entire systems. Information technology is starting to spread further than the conventional personal computer and network technologies, and more into integrations of other technologies such as the use of cell phones, televisions, automobiles, and more, which is increasing the demand for such jobs.

In the recent past, the Accreditation Board for Engineering and Technology and the Association for Computing Machinery have collaborated to form accreditation and curriculum standards for degrees in Information Technology as a distinct field of study as compared to Computer Science and Information Systems today. SIGITE (Special Interest Group for IT Education) is the ACM working group for defining these standards. The Worldwide IT services revenue totaled \$763 billion in 2009.

TEXT 2.

COMPUTERS

Today economy increasingly works with computers. Computers also facilitate our everyday work and study.

Modern companies analyze sales of products as well as potential sales of products, programme their whole production by electronic data processing equipment.

Banks also work with computers. In some cases they consult computer centres specializing in financial data concerning corporations, sales, cash flow, prices, etc.

Stock exchanges have installed electronic data systems that answer all the broker's questions.

Computers are widely used in agriculture. Say, analyzing of essential animal characteristics with the help of a computer is important for cattle breeding.

In industry cars, devices, tools and instruments are of the designed by computers. The computers have entered education. In management young specialists are trained in special courses. All statistical information is put and kept in computer's memory.

In short, computers are everywhere in our modern life.

Computer hardware consists of a tower, a monitor, a keyboard, a printer and their connections.

Computer software has various programmes:

- word processing;
- database management;
- accounting;
- auditing;
- communications;
- process control, etc.

The advantages of computers are evident. They solve problems very rapidly. Now the computer is being more and more involved in making decisions at the senior management level.

TEXT 3.

SILICON VALLEY

Silicon Valley is in the southern part of the San Francisco Bay Area in Northern California in the United States. The region is home to many of the

world's largest technology corporations. The term originally referred to the region's large number of silicon chip innovators and manufacturers, but eventually came to refer to all the high-tech businesses in the area; it is now generally used as a metonym for the American high-tech sector. Despite the development of other high-tech economic centers throughout the United States and the world, Silicon Valley continues to be the leading hub for high-tech innovation and development, accounting for 1/3 of all of the venture capital investment in the United States.

Geographically, the Silicon Valley encompasses all of the Santa Clara Valley including the city of San Jose (and adjacent communities), the southern Peninsula, and the southern East Bay.

Since the early twentieth century, Silicon Valley has been home to an electronics industry. The industry began through experimentation and innovation in the fields of radio, television, and military electronics. Stanford University, its affiliates, and graduates have played a major role in the development of this area.

A powerful sense of regional solidarity accompanied the rise of Silicon Valley. From the 1890s, Stanford University's leaders saw its mission as service to the West and shaped the school accordingly. At the same time, the perceived exploitation of the West at the hands of eastern interests fueled booster-like attempts to build self-sufficient indigenous local industry. Thus, regionalism helped align Stanford's interests with those of the area's high-tech firms for the first fifty years of Silicon Valley's development.

During the 1940s and 1950s, Frederick Terman, as Stanford's dean of engineering and provost, encouraged faculty and graduates to start their own companies. He is credited with nurturing Hewlett-Packard, Varian Associates, and other high-tech firms, until what would become Silicon Valley grew up around the Stanford campus. Terman is often called "the father of Silicon Valley."

During 1955-85, solid state technology research and development at Stanford University followed three waves of industrial innovation made possible by support from private corporations, mainly Bell Telephone Laboratories, Shockley Semiconductor, Fairchild Semiconductor, and Xerox PARC. In 1969 the Stanford Research Institute operated one of the four original nodes that comprised ARPANET, predecessor to the Internet.

TEXT 4.

ALCOHOL AND ADVERTISING

About 50 million pounds will be spent on advertising alcohol in the 61 drinking days before Christmas. The main target will be the young.

The aim will be to convince them they are buying romance and sophistication when they buy a drink, an advertising conference in London was told yesterday.

Advertisements will carry the message that “tough men drink” and that alcohol goes hand in hand with “the good life, fun, freedom and winning”, Mr. Eric Clark, author and full-time researcher into the drinks advertising industry, said.

Advertisers denied that consumption and advertising were linked and insisted that advertisers aimed their work at brand names rather than quantity.

Britain spent 200 million pounds a year advertising alcohol and spends more on alcoholic drinks than on clothes or cars.

In the trade, British beer advertising is regarded as British advertising at its best. All the big names in the business are involved in it.

In spite of a 25 per cent increase in advertising since 1980, beer consumption has fallen 10 per cent. That means the industry is fighting to replace people who drink less, and is “targeting” the young.

Lager, introduced to Britain only in the 1950s, now takes 40 per cent of the beer market and is kept there by 60 million pounds in advertising a year.

Lady Masham, chairman of the Home Office working group on young people and alcohol, which called for a ban on alcohol advertising on television and in the cinema last year, said advertising was “undoubtedly influential in shaping attitudes”.

She said it was very subtle and played on the fact that “drink is so much a part of life”. She called for more education on the dangers of alcohol abuse.

TEXT 5.

MAORI

The Māori (pronounced Māori: [maɔ.ɾi], or commonly [maʊi] by English speakers) are the indigenous Polynesian people of New Zealand (Aotearoa - The Long White Cloud). In the Māori language the word māori means "normal", "natural" or "ordinary". In legends and oral traditions, the word distinguished ordinary mortal human beings—tāngata māori—from deities and spirits (wairua).

They arrived in New Zealand from eastern Polynesia in several waves at some time before 1300 CE. Over several centuries in isolation, the Māori developed a unique culture with their own language, a rich mythology, distinctive crafts and performing arts. They formed a tribal society based on Polynesian social

customs and organisation. Horticulture flourished using plants they introduced, and after about 1450 a prominent warrior culture emerged.

The arrival of Europeans to New Zealand starting from the 17th century brought enormous change to the Māori way of life. Māori people gradually adopted many aspects of Western society and culture. Initial relations between Māori and Europeans were largely amicable, and with the signing of the Treaty of Waitangi in 1840 the two cultures coexisted as part of a new British colony. However, rising tensions over disputed land sales led to conflict in the 1860s. Social upheaval, decades of conflict and epidemics of disease took a devastating toll on the Māori population. But by the start of the 20th century the Māori population had begun to recover, and efforts were made to increase their standing in wider New Zealand society. A marked Māori cultural revival gathered pace in the 1960s and is continuing.

In 2010, there were an estimated 660,000 Māori in New Zealand, making up roughly 15% of the national population. They are the second-largest ethnic group in New Zealand, after European New Zealanders ("Pākehā"). In addition there are over 100,000 Māori living in Australia. The Māori language is spoken to some extent by about a quarter of all Māori, and 4% of the total population, although many New Zealanders regularly use Māori words and expressions in normal speech. Māori are active in all spheres of New Zealand culture and society, with distinct representation in areas such as media, politics and sport.

The Māori face significant economic and social obstacles, with lower life expectancies and incomes compared with other New Zealand ethnic groups, in addition to higher levels of crime, health problems and educational under-achievement. Socioeconomic initiatives have been implemented aimed at closing the gap between Māori and other New Zealanders.

TEXT 6.

INDIGENOUS AUSTRALIANS

Indigenous Australians are the original inhabitants of the Australian continent and nearby islands. Indigenous Australians are distinguished as either Aboriginal or Torres Strait Islanders, who currently together make up more than 2.5% of Australia's population.

The Torres Strait Islanders are indigenous to the Torres Strait Islands, which are at the northern-most tip of Queensland near Papua New Guinea. The term "Aboriginal" has traditionally been applied to indigenous inhabitants of mainland Australia, Tasmania, and some of the other adjacent islands.

The earliest definite human remains found to date are that of Mungo Man, which have been dated at about 40,000 years old, but the time of arrival of the ancestors of Indigenous Australians is a matter of debate among researchers, with estimates dating back as far as 125,000 years ago.

There is great diversity among different Indigenous communities and societies in Australia, each with its own unique mixture of cultures, customs and languages. In present day Australia these groups are further divided into local communities.

Although there were over 250–300 spoken languages with 600 dialects at the start of European settlement, fewer than 200 of these remain in use – and all but 20 are considered to be endangered. Aboriginal people today mostly speak English, with Aboriginal phrases and words being added to create Australian Aboriginal English.

The population of Indigenous Australians at the time of permanent European settlement has been estimated at between 318,000 and 750,000, with the distribution being similar to that of the current Australian population, with the majority living in the south-east, centred along the Murray River.

TEXT 7.

HARVARD

Harvard University is a private Ivy League university located in Cambridge, Massachusetts, United States, established in 1636 by the Massachusetts legislature. Harvard is the oldest institution of higher learning in the United States and the first corporation (officially The President and Fellows of Harvard College) chartered in the country. Harvard's history, influence, and wealth have made it one of the most prestigious universities in the world.

Harvard was named after its first benefactor, John Harvard. Although it was never formally affiliated with a church, the college primarily trained Congregationalist and Unitarian clergy. Harvard's curriculum and students became increasingly secular throughout the 18th century and by the 19th century had emerged as the central cultural establishment among Boston elites. Following the American Civil War, President Charles W. Eliot's forty year tenure (1869–1909) transformed the college and affiliated professional schools into a centralized research university, and Harvard became a founding member of the Association of American Universities in 1900. James Bryant Conant led the university through the Great Depression and World War II and began to reform the curriculum and liberalize admissions after the war. The undergraduate college became coeducational after its 1977 merger with Radcliffe College. Drew Gilpin Faust was

elected the 28th president in 2007 and is the first woman to lead the university. Harvard has the largest financial endowment of any academic institution in the world, standing at \$27.4 billion as of September 2010.

The university comprises eleven separate academic units — ten faculties and the Radcliffe Institute for Advanced Study — with campuses throughout the Boston metropolitan area. Harvard's 210-acre (85 ha) main campus is centered on Harvard Yard in Cambridge, approximately 3.4 miles (5.5 km) northwest of downtown Boston. The business school and athletics facilities, including Harvard Stadium, are located across the Charles River in Allston and the medical, dental, and public health schools are located in the Longwood Medical Area.

As of 2010, Harvard employs about 2,100 faculties to teach and advise approximately 6,700 undergraduates (Harvard College) and 14,500 graduate and professional students. Eight U.S. Presidents have graduated from Harvard and 75 Nobel Laureates have been affiliated with the university as students, faculty, or staff. Harvard is also the alma mater of sixty-two living billionaires, the most in the country. The Harvard University Library is the largest academic library in the United States, and the second largest library in the country.

The Harvard Crimson competes in 41 intercollegiate sports in the NCAA Division I Ivy League. Harvard has an intense athletic rivalry with Yale University traditionally culminating in The Game, although the Harvard–Yale Regatta predates the football game.

TEXT 8.

THE UNITED NATIONS (UN)

The United Nations (UN) is an international organization whose stated aims are facilitating cooperation in international law, international security, economic development, social progress, human rights, and achievement of world peace. The UN was founded in 1945 after World War II to replace the League of Nations, to stop wars between countries, and to provide a platform for dialogue. It contains multiple subsidiary organizations to carry out its missions.

There are currently 192 member states, including every internationally recognised sovereign state in the world but the Vatican City. From its offices around the world, the UN and its specialized agencies decide on substantive and administrative issues in regular meetings held throughout the year. The organization has six principal organs: the General Assembly (the main deliberative assembly); the Security Council (for deciding certain resolutions for peace and security); the Economic and Social Council (for assisting in promoting international economic and social cooperation and development); the Secretariat (for providing studies, information, and facilities needed by the UN); the International Court of Justice (the primary judicial organ); and the United Nations Trusteeship Council (which is currently inactive). Other prominent UN System agencies include the World Health Organization (WHO), the World Food Programme (WFP) and United Nations Children's Fund (UNICEF). The UN's most visible public figure is the Secretary-General, currently Ban Ki-moon of South Korea, who attained the post in 2007. The organization is financed from assessed and voluntary contributions from its member states, and has six official languages: Arabic, Chinese, English, French, Russian, and Spanish.

SUPPLEMENTARY EXERCISES

1 Use the correct form of the verbs to complete the sentences about four world famous people.

propose	invent	paint	write
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1. Thomas Alva Edison _____ the phonograph (the first record player).
2. Leonardo da Vinci _____ the Mona Lisa.
3. Agatha Christie _____ crime novels.
4. Albert Einstein _____ the theory of relativity.

Hidden Talents

1 They often didn't learn to read and write until they were older. Their parents often thought they were stupid and their friends laughed at them. Some of them hated their schooldays and decided to drop out of school as soon as possible. In short, they had unhappy schooldays.

2 Some of the world's greatest composers, writers and inventors had an unpleasant time at school like this. Later, when they became successful, nobody was more surprised than their old classmates. Were these people stupid? No, of course not! Some people believe that they had something in common – dyslexia.

3 Dyslexia is a learning disability which means that people have problems with reading and remembering written words. It is often difficult for them to memorize things. Studies show that people with dyslexia use a different part of their brain to read and remember. Experts think that the cause of dyslexia is genetic: probably somebody else in the family also had dyslexia. Statistically, about 15 percent of people are dyslexic, but not everybody who has dyslexia knows about it.

4 Some people with dyslexia discover they have special, hidden talents, but only when they are older. A good example is Agatha Christie, one of the most successful writers in history – two billion books published in 44 languages! At school she had problems with writing and often got bad marks for essays. Her parents were disappointed and wanted Agatha to leave school early. She only started writing because her older sister said she couldn't do it! And even when she was already a famous crime writer, she sometimes felt embarrassed because she still couldn't spell.

5 There are many more examples of people like Agatha Christie: Hans Christian Andersen, Albert Einstein, Leonardo da Vinci, Pablo Picasso and Thomas Edison; important and creative people who had problems with reading and writing when they were young. Of course, that doesn't mean that everybody with dyslexia is a genius, but it shows that sometimes people can be a lot more intelligent than they seem.

2 Read the first paragraph. What do you think the text is about now?

A unhappy children

B people who had problems at school

C the effects of bad education

D people who became successful after they finished school

3 Read the last paragraph only. Do you need to change your answer to Exercise 2?

4 Now read the whole text. Did you predict the subject correctly?

5 Read the whole text again and match headings a-f with paragraphs 1-5. There's one heading you don't need.

A What is dyslexia?

B Typical problems for children with dyslexia at school

C How to help people with dyslexia

D What some talented people had in common

E Other famous people who had dyslexia

F A person who had hidden talents

6 Match definitions a-f with words and phrases in the text

A (v) [para. 1] stop going to school/university _____

B (n) [para. 2] pupils in the same class at school _____

C (v) [para. 3] learn by heart _____

D (n) [para. 4] a score which shows how good a piece of work is _____

E (adj) [para. 4] unhappy because of poor results _____

F (adj) [para. 5] good at using your imagination _____

7 Read the text again and circle the correct answer

1 The children in paragraph 1

- a** had a difficult time at school
- b** had classmates who were stupid
- c** left school early

2 Some famous writers, composers and inventors

- a** were not very intelligent
- b** were surprised when they became successful
- c** had similar problems when they were children

3 People with dyslexia

- a** were probably born with the disability
- b** never knew about it
- c** can't remember anything

4 Agatha Christie started writing because

- a** her parents wanted her to
- b** she wanted to show her sister that she could write
- c** she wanted to leave school early

5 The people mentioned in the last paragraph are

- a** not geniuses
- b** crime writers like Agatha Christie
- c** well-known people who had problems with reading and writing

WHY DO WOMEN LIVE LONGER THAN MEN?

Read the text. Mark the statements true (T) or false (F).

Women generally live six years longer than men. Evidence suggests that boys are the weaker sex at birth, which means that more die in infancy. Also women do not have as much heart disease as men. In terms of lifestyle, men smoke more than women and thus more die of smoking-related diseases. They also drink more and are generally more aggressive in behaviour, particularly when driving cars, so they are more likely to die in accidents. Also, they generally have more dangerous occupations, such as building work. Historically, women died in childbirth and men in wars. Hence nuns and philosophers often lived to great ages. Now, childbearing is less risky and there are fewer wars. The country with the highest life expectancy is Japan, where the average age for men is 76 and for women 82.

- 1) More boys die as babies or small children than girls. ____
- 2) Women suffer more from heart disease and smoking-related diseases than men. ____
- 3) Men have more car accidents when driving drunk. ____
- 4) Nuns used to live for a long time because they didn't have children. ____
- 5) Nowadays having children is less dangerous to women's health than it used to be. ____
- 6) The difference in average life expectancy of women compared with men is greater in Japan than in other countries. ____

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